

WHO'S WHO

AMONG THOSE SERVING THE TAX & ACCOUNTING PROFESSION

RootWorks

**ROOTWORKS HELPS FIRMS TRANSFORM CHANGE INTO SUCCESS—
Becoming a Next Generation Accounting Firm**

RootWorks professionals understand the obstacles that firms face. Ever-changing mandates, new technologies, and increasing client demands can create a complex work environment. The good news is that not all change is bad, and approached with a Next Generation (NG) mindset firms can apply change to accelerate efficiency and increase revenue.

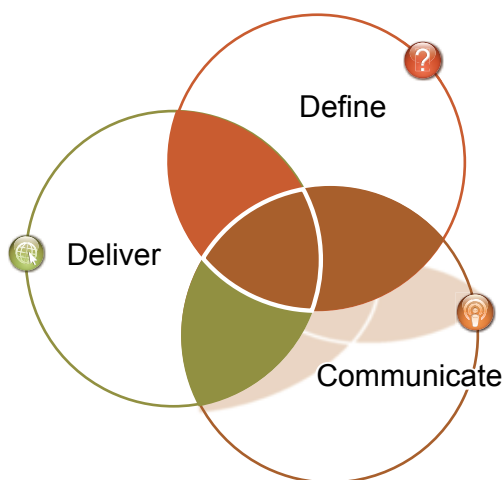
Next Generation Accounting Firms are those that harness the power of technology and consistently strive to improve processes to achieve maximum productivity gains. These firms evaluate operations to identify areas for improvement, whether it is updating their technology infrastructure, adopting an integrated software suite, or transitioning to a paperless environment. The focus is always on increasing efficiency in order to produce more, while working less.

By applying a simple formula — Define, Communicate, Deliver — RootWorks helps firms transition to NG status. The Define, Communicate, Deliver approach challenges firms to define their core competencies, examine the effectiveness of existing communications, and evaluate the integrity of their delivery systems. Via honest evaluation, firms can begin to develop an action plan to evolve into a Next Generation Accounting Firm. Consider the steps:

Define Your Practice — Identify your core competencies and strengths. What is it that your firm does best? Once you've defined the deliverable services that showcase your firm's areas of expertise, you can begin to build on your unique abilities for long-term success.

Communicate Effectively — Help your existing and prospective clients understand what you are all about. Create an image of confidence and competence, and then communicate consistently across all interactions, including signage, office interior/exterior, written materials, website, outgoing voicemail messages, etc.

Deliver Your Services Efficiently — Identify advanced technologies, like client portals and SaaS applications, to deliver client services more effectively. Technology provides speed and ultimate convenience, not to mention keeps you in constant contact with clients.



With this information in hand, firms can then structure a plan of action to implement changes effectively and begin the transition into a Next Generation Accounting Firm. It works! Take a moment to read Murphy, McClary, Stover & Burnett's story.

BECOMING A NEXT GENERATION FIRM — EASIER THAN WE THOUGHT



*Michael A. Stover,
CPA, ABV, CFF*



*David A. Burnett,
CPA, PFS, CFP*

Dave Burnett, managing partner at Murphy, McClary, Stover & Burnett (MMSB), can't imagine going back to the way things were just over a year ago. In 2007, Burnett and his partners merged with a larger firm. "We found that the hardware was outdated and the software was not integrated. We knew that we needed to update the hardware and transition to an integrated suite. We also realized that we had to update our processes — moving from a manual paper-based approach to an integrated paperless model."

Burnett attended two Thomson Users' Conferences in 2004 and 2005 where he first heard Darren Root, CPA.CITP, speak about leveraging technology to accelerate workflow efficiency. Last year, Burnett attended Thomson's Partner Summits, and again was impressed by Root's message. "I sat at his [Root's] lunch table and talked with him about the changes we needed to make in our firm. I liked what he had to say."

Shortly after Partner Summits, MMSB brought Root out to consult on their transition to a Next Generation Accounting firm. Based on Root's guidance and detailed action plan, MMSB successfully transformed operations within a month. "If we had tried to make the transition on our own, it would have taken us three times as long and would have been exceptionally frustrating. Because Darren provided us with a detailed plan of action for implementation, and then followed up with us a few weeks later, we were able to stay on target and get things done," said Burnett.

The transition was no small task. The firm changed software vendors, moving to a fully integrate suite; implemented new servers, computers, tri-monitors, and multi-function scanners; and is progressively moving to a paperless environment.

"It's hard to believe that we did so much in such a short time, while experiencing relatively little interruption in operations. That is where RootWorks was integral," stated Burnett.

Mike Stover, MMSB managing partner, has been impressed with the efficiency gains his firm has realized already. "By integrating our billing system, we have saved days. We now send bills out within a day of completing a return; it used to take a few weeks. Even better, we are close to same-day billing. That's how much more efficient we are." Stover added, "And in

FIRM STATS

Murphy, McClary, Stover & Burnett
Indianapolis, IN
Launched 2006

- ▶ 3 Partners
- ▶ 8 Professional Staff
- ▶ 3 Administrative Staff

today's economy it's a necessity — the faster you can turn around invoices the sooner you get paid.”

Workflow overall has improved. As part of their integrated suite, MMSB uses Practice CS as their operational hub. Because data flows from one application to the next, the firm can track all data within Practice CS using advanced dashboard technology. At a glance, they can track returns, view the progress of staff assignments, and review invoices.

“Through the system's dashboard technology, all data is available in one convenient location,” stated Stover. “Because we can track workflow in real-time, we are processing tax returns two to three days faster than before we implemented all the changes. That translates into enormous productivity gains!”

MMSB staff continues to experience exceptional improvements in efficiency since their transition. They agree, however, that the transition plan is just as important as the technology itself.

“We took a systematic approach to our transition,” stated Burnett. “We first concentrated on updating our hardware and back-end technology, then software, and finally on going paperless. Through our interactions with RootWorks, we were able to develop a structured plan for implementation, and that made all the difference.”

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Year Founded: 2008

RootWorks

A NEW approach to accelerate small firm profitability and life/work balance

We Get You Thinking... Then We Get You Moving



Next Generation Accounting Firms™ start with a simple formula: Define, Communicate, Deliver™. Firms must first define what it is they do best, and then effectively communicate and deliver those services. RootWorks Leadership Communities™ offer a professional forum for knowledge sharing and brainstorming. Comprised of progressive firms and led by Darren Root, CPA.CITP, Leadership Communities get you thinking about who you are and the actions required to get you moving toward Next Generation status.

**Fresh, innovative, energizing...
that's RootWorks!**

Join a RootWorks Leadership Community today!
Take a new approach to accelerate your firm's growth.
Find out more at RootWorks.com

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What is a Leadership Community?

Leadership Communities, led by Darren Root, are exclusive groups comprised of forward-thinking tax and accounting firms. Communities meet semi-annually in Indianapolis to share best practices, examine common issues, and identify workable resolutions. While onsite, members engage in roundtable discussions, leadership and software training, and are updated on current technologies that help streamline workflow processes and maximize efficiency firm wide.

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